Registered No. M-4431.

OFFICE OF THE DIRECTOR OF WAR PUBLICITY,
"VICTORY HOUSE," MOUNT ROAD,
Madras, 19*th December* 1941.

V

VICTORY

A MONTHLY REVIEW OF THE MADRAS WAR EFFORT

NOVEMBER 1941 No. 3

The week-end beginning with the 7th November was a busy one. The Executive Committee met in the morning of the 7th and in the evening the full Provincial War Committee assembled in the Banqueting Hall at Government House. In the absence of His Excellency the Governor owing to ill-health and His Highness the Prince of Arcot, Sir George Boag presided over those meetings. There was a large gathering at the Banqueting Hall with many representatives from the districts. For the first time a separate report was read on behalf of the Joint War Charities Committee the activities of which had hitherto been included in the report of the Chairman, Finance Sub-Committee, so that we were able to hear a very full and interesting account of the work in the Madras depot. The handsome new defence loans propaganda van was on view outside the Banqueting Hall. It has since proceeded on tour.

On the 8th of November the members of the Propaganda Sub-Committee of the Provincial War Committee met representatives of District Propaganda Committees in Conference. Sixty delegates attended representing 22 districts. Sir George Boag who opened the Conference observed that in a country like India, where a large proportion of the population was illiterate, by far the most important method of propaganda was the spoken word and he urged the regular and widespread holding of such meetings. The Conference which was presided over by Mr. G. A. Natesan lasted the whole day with a short interval for lunch. It discussed pamphlets, leaflets, posters, propaganda vans, reading circles, radios, lantern slides, etc. The Propaganda Sub-Committee has since offered Rs. 50 for the best war songs received in response to an advertisement published in the press and has appointed an *ad hoc* committee to select further slides.

A party of district members paid a visit to Victory House in the morning of the 7th when the arrangements—and in particular those in which districts may be considered specially interested—were explained. On Saturday morning, before the Propaganda Conference, a party visited the aerodrome at Meenambakkam where the Officer Commanding the Air Force showed the visitors round. One delegate was taken for a trip in the air. Our thanks are due to the officers of the Royal Air Force for so readily responding to the suggestion that this visit should be made and for making it such a success.

His Excellency the Governor's War Fund. On the 1st December 1941, the total collections to His Excellency the Governor's War Fund were Rs. 1,69,24,636–4–0. Details of disbursements made till the close of business on 1st December 1941 are given below :—

	RS.	A.	P.
They make a total of ..	1,66,15,848	6	6
and leave a balance of in the Bank.	3,08,787	13	6
By H.E. the Governor's War Charities Appeal Fund prior to the closing of that Fund and to the handing over of the undisbursed balance to the Madras Governor's War Fund.	2,52,060	13	6
By the Madras Governor's War Fund—			
To specific charities and to the Joint War Charities Committee earmarked in accordance with the wishes of donors.	8,92,487	4	5
Carried over ..	11,44,548	1	11

Brought forward ..	11,44,548	1	11
To Air Ministry, London, for cost of aircraft for Madras Squadrons.	1,50,00,000	0	0
To Indian Air Force ..	1,50,000	0	0
To Government of India (Defence Department) for purchase of Armoured Carriers.	1,00,000	0	0
To Madras Flying Club, o/a scholarships, trainer aircraft, parachutes and other equipment and for training flying instructors.	2,08,877	5	1
To His Excellency the Viceroy's War Purposes Fund, etc., for Indian Defence Purposes earmarked in accordance with the wishes of donors.	12,422	15	6
Total ..	1,66,15,848	6	6

Aircraft for Britain. All subscriptions are now being devoted to the purchase of a squadron of heavy bombers costing approximately Rs. 4½ lakhs per plane. Coimbatore holds the distinction of being the first district to qualify for a heavy bomber and Salem, Nellore and West Godavari are well on the way to qualifying. It is reasonable to hope that early next year a complete squadron will take the air bearing the names of districts in this Presidency. In our last issue the number of Madras Fighter Squadrons was wrongly noted as two. The actual number is of course three and in addition we have the Wellington Bomber Squadron with which the names of the following districts are identified, viz., Guntur, Kistna, Kurnool, Ramnad, Tanjore, Tinnevelly, Trichinopoly, Vizagapatam, West Godavari, North Arcot, Coimbatore, Madura and East Godavari. The last two districts have two bombers each.

Indian Defence. The Government of India were consulted as to the most suitable way to apply money earmarked for the Defence of India and we were informed that the principal need at the moment was for armoured carriers. A remittance of Rs. 1,00,000 has accordingly been sent for the purchase of 10 armoured carriers which will bear the names of Guntur 2, Trichinopoly, Madras, Chingleput, East Godavari, Coimbatore, Bellary, South Kanara and Nellore.

Contributions to His Excellency the Governor's War Fund were made in various ways during November. Individuals donated varying amounts ranging from a few rupees to hundreds. In Cuddalore, the groundnut merchants contributed Rs. 1,001, the Reddiars contributed Rs. 1,001, the Vaniakula Kshatryas gave Rs. 1,001, the Chettiars gave Rs. 1,001, the Naidus gave Rs. 1,001 and the sugarcane growers donated Rs. 5,000. A "V" Dinner in North Arcot fetched Rs. 1,268. Benefit performances in the Tanjore district brought in Rs. 13,008. The raffle in the Salem district yielded to the War Fund Rs. 1,03,778; that in Chingleput Rs. 1,18,000; that in the Chittoor district Rs. 1,44,197; that in the Kurnool district Rs. 1,65,000 and that in the Coimbatore district Rs. 3,11,017. The South Arcot district music carnival brought in Rs. 10,000. Victory shops in Ootacamund and Coonoor had been most successful. Fighter badges for motorists which resemble A.A. badges have now been manufactured in considerable quantities and it is hoped that good results will be obtained from the sale of these badges in districts at Rs. 10 each. Model aeroplanes in metal which can be used as paper weights or menu holders are sold at Victory House at Re. 1 each and can be issued to districts on requisition. These planes are manufactured at the Jayant Metal Manufacturing Company, Bombay and are supplied to us at cost price for sale in aid of the War Fund. They have sold very well in conjunction with the exhibition of the wrecked German plane in a separate building on the premises of Victory House. Thanks to the generosity of Messrs. Parry and Company no charges in connection with this exhibition will be debited to the War Fund. We are very grateful to Mr. Hodgson and his assistants whose efforts have been rewarded by the attendance of about 10,000 people in the first month of the exhibition and takings of nearly Rs. 1,500. The plane will probably be moved for exhibition at the carnival 'London Calling.'

London Calling. The Rotary Club of Madras are organizing a grand carnival in aid of the Madras Governor's War Fund. It will be called "LONDON CALLING" and will be held in the grounds of Government House, Madras from 9th to 14th January. A miniature London is being built in the grounds with reproductions of various London landmarks. There will be numerous shops and stalls, and on the entertainment side there will be theatres, cinemas and boxing. Dinners will be served daily and tables may now be booked at the Connemara Hotel. There will be refreshment stalls, bars, night clubs and games of skill and chance and it is hoped that the War Fund will profit largely.

Defence Loans and Savings Certificates. Investments from the 1st to 29th of November 1941 amounted to Rs. 28,16,120. The total investments on the 29th November run to Rs. 4,44,62,225. As Mr. Nuttall, Chairman of the Defence Loans Sub-Committee

announced subscriptions to these gilt-edged securities are mounting, and the importance of assisting in the war effort by lending money is becoming more fully realized although we still have a very long way to go.

Salem reports the organization of defence saving groups in the local mills and we should be very glad to hear of similar steps taken in other districts.

The use of defence bonds and savings certificates as raffle prizes (notably in the Madras City (Raffle) makes a valuable "link-up" between the War Fund and the Defence Savings movements.

Recruitment. The following is extracted from the report made to the Provincial War Committee by Sir K. V. Reddi Nayudu, Chairman, Recruitment Sub-Committee :—

"During July, August and September, 11,856 men have been recruited to the ranks of the Indian Army from this Province. About 1,703 technicians have been recruited, 1,114 at Madras and 589 at Bangalore. About 500 motor drivers have joined up since the start of the War, and 539 clerks have been taken into the Army, of whom 412 were recruited in Madras and 127 at Bangalore. About 1,200 ex-service men have been enrolled since January 1941 and candidates undergoing training in various trades in the 64 training institutions numbered nearly 3,340. In the same period, 45 applications for Emergency Commissions were received, of which 33 were forwarded to the Central Interview Board. It is learnt that 136 candidates have been selected from the Province (including the Indian States) for Emergency Commissions, and all are undergoing training in Officers' Training schools.

"Regarding recruitment to the Navy, during September and October, 236 recruits were taken for short service from eleven places in the Presidency. From June 1st to the end of October, 66 recruits were taken for short service from Madras.

"The Provincial Selection Committee for the selection of candidates to be trained as air pilots and observers, met once in each of the months of July, August and September. It interviewed 24, 20 and 12 candidates and selected 7, 4 and 3 respectively. Of the 7 selected, in July, two were accepted, in August three were accepted, while the fourth was found temporarily unfit medically. It is learnt that 40 candidates have been selected from the Province for direct entry into the Indian Air Force Volunteer Reserve, and for the Mechanics Training Scheme of the Indian Air Force 55 have been recruited."

Joint War Charities. In the past three months Rs. 18,666 has been sent to London to the Lord Mayor's Air Raid Distress Fund. The Madras Ambulance Fund received Rs. 36,384 and the Flag Officer Commanding, Royal Indian Navy Rs. 2,347 for his Amenities Fund. £500 was cabled to England as a contribution to the Aid to Russia Fund and has been acknowledged by Mrs. Churchill in the following terms :—

"'I am deeply touched by your Committee's immediate response to my appeal and send you my heartfelt thanks for generous cheque which I just received—Clementine Churchill."

Some people had expressed disappointment that the garments they had made were not shipped overseas at once, but kept in storage in Madras. The sudden outbreak of war in the Far East has justified the policy of reserving stock; for, there is now a large demand for supplies, and bandages, dressings, garments, etc., are readily sorted out from the boxes piled up in the Banqueting Hall and despatched. The hospitals are not kept waiting for supplies. Work that is being done now has to aim at replenishing the stock for further supply.

Mr. F. W. Stewart, I.C.S., has brought to notice the very good work done by the Navy Jackets League, Srinagar (Kashmir) in providing sheepskin jackets for officers and the men of the Naval forces whose duties are performed in the colder regions. Further particulars will be given in our next issue.

His Excellency the Governor's Tours. His Excellency the Governor visited Trichinopoly, Srirangam and Karur during the last week of November. Trichinopoly presented a purse of Rs. 12,114–10–3 and Srirangam gave Rs. 11,350. Speaking at a combined public and District War Committee meeting at Trichinopoly, His Excellency praised the morale and determination of the British, and assured his audience that victory for Britain and her Allies was sure to come, and, when that victory came, the people of India, with the rest of the world, could with pride say that they too, had contributed and helped in attaining that victory which they all looked for, and in saving civilization.

Tours of Advisers. Sir George Boag, Chief Adviser to His Excellency the Governor visited Bellary towards the end of November. Addressing a large gathering of the members of the District War Committee, he observed :

"Do not be tempted to measure the success of your work by what you have done, but rather by what remains yet to be done. Do not be satisfied until every person has had an opportunity to give; and the success

of collections to the War Fund should be measured not so much by the amount collected as by the number of willing contributions."

Mr. H. M. Hood, C.S.I., C.I.E., I.C.S., Second Adviser to the Governor, visited Madura early in November. He addressed a public meeting at the Victoria Edward Hall under the auspices of the Madura District War Propaganda Sub-Committee. Sir P. T. Rajan, President of the Committee, presided Mr. Hood said that Madura was one of those districts which had responded in the most public spirited and liberal way to His Excellency's appeal. "I want you to know," he added, "that what has been done here in Madura is very greatly valued both on account of its intrinsic worth and also on account of the very high example set. But there is still more to do before we reach final victory."

Major H. N. Newey's Tour. Major Newey visited the Presidency during November and addressed several meetings in the city as well as in Waltair, Annamalainagar, Trichinopoly and Calicut. Two of the lectures were given in Victory House and were presided over by Mr. H. M. Hood and Sir George Boag respectively. The meeting at the Y.M.C.A. was presided over by Mr. T. G. Rutherford and that at the M. & S.M. Railway Institute, by Mr. G. A. Natesan. The meeting at Chidambaram was presided over by Sir K. V. Reddi Nayudu.

PROPAGANDA Reading Circles. In the North Arcot district, these circles have been allotted among the subordinate officers of the various departments of Government. Thus, in every taluk, one circle has been assigned to the Health Inspector, another to the Agricultural Demonstrator, a third to the Touring Veterinary Assistant Surgeon, a fourth to the Co-operative Inspector and so on. These officers visit the circles as often as possible, at least once in a month, after 5-30 p.m. when rural sports, music, radio, magic lantern shows and the like are provided. Then the War Weekly is read or talks are given on the war. In the Anantapur district, it has been decided that certificates of merit should be issued to the reading circles that are functioning well; and, for this purpose, the Joint Secretary of the District War Committee has been requested to inspect as many reading circles as possible and report on their working. It is expected that each reading circle will shortly be provided with a set of maps with the aid of which the war situation can be followed.

Propaganda Vans. The eight vans now working in the districts are distributed as follows :—

Van No.	Districts to which allotted.
6946	South Arcot, Tanjore and Trichinopoly.
6947	Coimbatore, Salem and the Nilgiris.
6983	East Godavari, West Godavari and Vizagapatam.
6984	Chingleput, North Arcot and Chittoor.
6985	Nellore, Guntur and Kistna.
7160	Madura, Ramnad and Tinnevelly.
7161	Bellary, Anantapur, Cuddapah and Kurnool.
7162	Malabar and South Kanara.

A ninth van, which was presented by Messrs. Simpson & Company is working in the City of Madras, under the Madras District War Committee. Three more vans have been ordered and are expected shortly. The districts of East Godavari, Cuddapah, Chittoor, Salem and Madura have propaganda vans and the District of Guntur is to have its own shortly. Proposals for the fuller equipment of district vans to enable these districts to dispense with the provincial vans will be welcomed.

In most districts careful provision is made for non-official speakers to accompany the van and address meetings at each halting place and this is as it should be. In one or two cases, however, it would appear that the van has been allowed to go round as a sort of exhibition only. It is hoped that adequate provision will invariably be made for speakers in future.

The trouble given by the fusing of the 1,000 watt bulb is expected to disappear with the fitting of resistance coils which are now ready.

Considerable difficulty is being experienced in finding suitable Inspectors for these vans.

Films. With the assistance of the Film Advisory Board, Bombay, the following War Shorts were shown during November in the Cinemas in Madras City and in the mufassal :—

Name.	Language.	City or mufassal.
(1) Tools for the Job.	Telugu and Tamil.	City and mufassal.
(2) Children Overseas.	Do.	Do.
(3) War Time Factory.	Do.	City.
(4) Words for Battle.	English.	City and mufassal.

In the Nellore district Rev. E. Bixler Davis has been doing very good war propaganda with a 16 m.m. Cinema Projector loaned to him for the purpose and which he takes about in his own car. If any privately owned projectors are available for use in this manner we can arrange for a supply of war films corresponding to those which are exhibited with the propaganda vans, since the Information Officer, Bombay, arranges for 35 m.m. films to be reduced to the 16 m.m. size.

Meetings. Reports show that propaganda meetings are being held on a large scale; but it would be more helpful if figures were furnished showing the number of meetings and their distribution throughout the districts. The contribution of the Education Department in this matter is most remarkable for, during the period of 14 months from the 1st July 1940 to 31st August 1941 officers of this Department held no less than 8,957 meetings throughout the Province, a record of which it may very well be proud.

Pin Badges. The popularity of the badge of Their Majesties the King and Queen may be gauged from the request of the Director of Public Instruction for the supply of a further 12,000 badges.

The War and the Medical Profession in Madras. During November eleven applications were sent to the Director-General of Indian Medical Service for Emergency Commissions in the Indian Medical Service from candidates who were found fit and suitable.

(2) Two applications for service in the Indian Medical Department (Emergency Branch) were forwarded to the Director-General of the Indian Medical Service and both of them were found fit and suitable.

(3) Seven candidates were recruited for appointment as Civil Doctors in military hospitals within the confines of the Madras Military District and out of this number, six candidates have been directed to join military duty by 1st December 1941. With the selection of candidates made by the Provincial Recruitment Committee on the 21st November 1941 all the vacancies allotted for Civil Doctors in the Madras district have been filled up.

(4) Three applications for the Indian Military Nursing Service (one from candidates in Government service and two from private nurses) were forwarded to the Director-General of Indian Medical Service. One staff nurse in Government service was called upon for military duty and she has been relieved to join the appointment.

(5) Two full service members received orders to join duty in the Military Department in the Voluntary Aid Service for nurses. Two more applications for this service have been forwarded to the Director of Medical Services, New Delhi.

(6) Out of 49 candidates who were undergoing training under the Auxiliary and Nursing Service Scheme from 1st October 1941, eight candidates who were exempted from part of the prescribed three months training were examined on 14th November 1941. Out of these eight candidates, five passed the qualifying examination. They are expected to be called up for military service at any time.

(7) Two compounders, one dresser besides three other non-medical men have volunteered for war service. Their names have been recommended to the Director-General of Indian Medical Service.

The "Victory House." 'Victory House' at Mount Road, Madras, is now fairly complete and only remains to be put to maximum use by all interests concerned—official and non-official, Provincial and district, city and mufassal regular services and auxiliary ones, to make it in effect "Government Headquarters Madras War Effort."

The displays in the windows and inside make an appeal to the public and the St. John's Ambulance Brigade and the A.R.P. authorities have appreciated the opportunity thus afforded and deputed their own representatives to answer enquiries and assist would-be recruits. A general inquiry bureau functions as far as possible for the other organizations but it is anticipated that they too may desire more direct representation in time. The possibilities of the lecture hall are also beginning to be appreciated and requests to make use of it are coming in. Visits by representatives from the mufassal are specially welcomed.

Up to the end of November the Post office in 'Victory House' had sold Rs. 199–4–0 worth of Defence Savings Certificates and Stamps, a very modest beginning it is true—but only a beginning.

Miscellaneous. The Revenue Department has made over 40 Prismatic Compasses to the Defence Department.

From the Public Works Department a very interesting note has been received on the work of the Special A.R.P. Division in Madras City. We have reserved it for inclusion in a comprehensive note on the whole A.R.P. organization and its activities which we hope to publish later.

F.R.B.

ANNEXURE I.

GOVERNMENT OF INDIA—ALL-INDIA RADIO, MADRAS CENTRE

SUMMARY OF TOPICAL PROGRAMMES FROM THE 1st to 15th JANUARY 1942.

Regular features—

7-50 a.m...	Topical Talks in Tamil (Tuesdays and Thursdays).
6-30 p.m...	Topical Talks in Telugu (Mondays, Tuesdays, Wednesdays, and Fridays).
6-05 p.m...	Loka Varta in Malayalam (Tuesdays and Thursdays).
6-05 p.m...	Kalachakra in Kanada (Mondays, Wednesdays and Fridays).
9-00 p.m...	World Affairs—English (Every Sunday).
9-00 p.m...	American Commentary—English (Every Sunday).
9-55 p.m...	Listening Post—English (Daily).

Thursday, 1st January 1942—			
7-00 p.m...	Prapancha Sameeksha ..	Telugu	...
Friday, 2nd January 1942—			
7-00 p,m...	Olagapokku ..	Tamil	..
Saturday, 3rd January 1942—			
6-15 p.m...	Yudhagati ..	Telugu	.. Topical Feature.
7-00 p.m...	The World in Arms ..	1. Britain	.. Telugu.
Monday, 5th January 1942—			
7-00 p.m...	The New Tyranny ..	1. In Poland	.. Tamil.
9-45 p.m...	Current of War ..	A news feature	.. English.
Wednesday, 7th January 1942—			
4-10 p.m...	Women at War ..	In England	.. English.
9-00 p.m...	The Common cause ..		.. English.
Tuesday, 8th January 1942—			
9-45 p.m...	With the Air Arm ..		.. English.
Friday, 9th January 1942—			
7-00 p.m...	Ulagapokku ..	Tamil	..
Saturday, 10th January 1942—			
6-15 p.m...	Yuddhagati ..	A topical feature.	Telugu.
7-00 p.m...	From the Volga to the Nile.	1. Astrakhan to Abadon.	Telugu.
Monday, 12th January 1942—			
7-00 p.m...	Russian Reserves ..	1. The Caucassus.	Tamil.
Tuesday, 13th January 1942—			
1-40 p.m...	Women at War ..	1. In Great Britain.	Tamil.
9-45 p.m...	Check to Nazism ..	1. Unrest in Czechoslovakia.	English.
Wednesday, 14th January 1942—			
9-00 p.m...	The Common Cause ..	English	..
Thursday, 15th January 1942—			
7-00 p.m...	Prapancha Sameeksha ..	Telugu	..

ANNEXURE II.

GOVERNMENT OF INDIA—ALL-INDIA RADIO, TRICHINOPOLY CENTRE.

SUMMARY OF TOPICAL PROGRAMMES FMOM 1ST JANUARY TO 15TH JANUARY 1942.

	1942	P.M.	
Thursday ..	1st January ..	7–15	Topical item: Feature in Tamil.
		7–33	Spotlight on the War: Talk in Tamil.
Friday ..	2nd January ..	7–33	Spotlight on the War: Talk in Tamil.
		8–30	World Affairs: B.B.C. Talk: (Electrical recording).
Saturday ..	3rd January ..	7–00	Made in Japan: Talk in Tamil.
		7–33	Topical item: Talk in Tamil.
Sunday ..	4th January ..	7–15	New Uses—(1) Limitation of Drug Imports: Talk in Tamil.
		7–33	Spotlight on the War: Talk in Tamil.
Monday ..	5th January ..	7–15	News reel: Production in Tamil.
Tuesday ..	6th January ..	7–00	Ourselves and the War: Talk in Tamil, contributed by the District War Committee.
		9–45	News from Berlin: Talk in English, relayed from Madras.
Friday ..	9th January ..	7–18	Spotlight on the War: Talk in Tamil.
		8–30	World Affairs: B.B.C. Talk: (Electrical recording).
Saturday	10th January ..	7–30	Topical Feature in Tamil.
Sunday ..	11th January ..	7–33	Spotlight on the War: Talk in Tamil.
Monday ..	12th January ..	7–10	Spotlight on the War: Talk in Tamil.
		7–15	News reel: production in Tamil.
Tuesday ..	13th January ..	7–15	Ourselves and the War: Talk in Tamil, contributed by the District War Committee.
Wednesday ..	14th January ..	7–00	Topical item: Talk in Tamil.
Thursday ..	15th January ..	7–15	Background to the News: Talk in Tamil.

Regular Features.

Educational Broadcast—

December 19th, 1941 and 9th January 1942.	2–05 p.m.	It's News: News Play in Tamil.
	2–20 p.m.	History is Made: Talk in Tamil.

Every Sunday from January 1942—

9–05 p.m. to 9–20 p.m. American Commentary: B.B.C. talk: (Electrical recording).

Daily—

6–05 p.m. to 6–30 p.m.	In Rural Programmes (except on Mondays): Topical Talk in Tamil.
9–55 p.m.	Listening Post: Relayed from B.B.C.

MADRAS: PRINTED BY THE SUPERINTENDENT, GOVERNMENT PRESS.